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**ABSTRACT**

of the dissertation for the degree of Doctor of Philosophy

**THE WAYS OF VERBALIZATION OF THE CONCEPT OF  
IDEOLOGY IN AMERICAN DISCOURSE**

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Applicant: **Nigar Fikrat Habibullayeva**

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The work was performed at the Department of English language of Azerbaijan University of Tourism and Management.

Scientific supervisor: Doctor of Philological Sciences, Professor  
**Azad Yahya Mammadov**

Official opponents: Doctor of Philological Sciences,  
Associate Professor  
**Rena Teymur Safaraliyeva**

Doctor of Philosophy on Philology,  
Associate Professor  
**Lala Asif Huseynova**

Doctor of Philosophy on Philology  
**Aynur Muzaffar Aghazadeh**

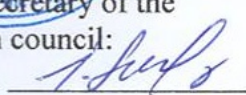
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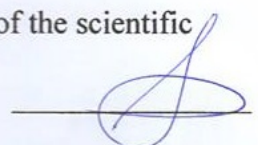
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academic  
**Kamal Mehdi Abdullayev**

Scientific secretary of the  
Dissertation council:



Doctor of Philosophy on Philology,  
Associate Professor  
**Irada Nadir Sardarova**

Chairman of the scientific  
seminar:



Doctor of Philological Sciences,  
Professor  
**Fakhraddin Yadigar Veysalli**

## GENERAL CHARACTERISTICS

This dissertation is devoted to the study of the conceptualization of ideologies in American political, media and artistic discourse.

**Urgency of the theme and the degree of research.** At the end of the twentieth century, in the field of the humanities and social sciences, numerous studies appeared on discourse, its essence, structure, connection with society and the individual. Unlike many traditional approaches, ideology contains social, cognitive and discursive components. As a “system of ideas” ideology socio-cognitively is defined as shared representations of social groups, more precisely as “obvious” principles of these representations.

As the basis for representing social groups, ideologies contribute to the formation of their personality, actions, goals, norms and values, as well as connections with other social groups.

The relevance of the topic of this dissertation is dictated by the urgent need to identify the role and importance of ideology in particular in the political, media and literary American discourse to which we devoted our dissertation.

**The object and subject of the research.** The object of the study is English-language political texts, newspaper articles, media texts, speeches of American leaders. The subject of the research is the analysis of the ideological aspects of American discourse, as well as the linguistic representation of American political, literary and media discourse.

**Aims and objectives of the research work.** The purpose is to identify and study the ideological features of the aspects of American discourse, the relationship of ideology with discourse, as well as their implementation in American discourse; description of the role of ideology based on political, literary and media texts.

It is considered that the selection of media, political and literary discourses of the material is due to the fact that these types of discourse directly contribute to the formation of ideologies in society.

In this regard, political, media and literary discourses are the most optimal types for solving our tasks.

Based on these goals, it becomes necessary to solve the following research tasks;

- to reveal the distinctive features of political, artistic, media communication, to establish their manipulative potential.

- to identify the potential of artistic, political and media texts in the formation of the ideologies of society;

- to analyze texts, fragments of texts, speeches to determine the goal, task, etc.

The research material was political, literary and media texts, newspaper articles, and speeches by American leaders.

**The research methods.** The following research methods were used in the work. Despite the fact that the term “Critical Discourse Analysis” is widespread, T.Van Dijk in his book “Discourse and Power”<sup>1</sup> proposes to replace this term with “Critical Discourse Research” (CDI). The main reason is that CDI is not a method of discourse analysis. CDIs apply any methods that are consistent with the objectives of the research, and these methods are used in general in the study of discourse. According to T.Van Dijk, discourse analysis is not a method, but a field of scientific practice, an interdisciplinary project common in all humanities and social sciences.

CDI has a large number of different methods of study, depending on the objectives of the study, the nature of the studied object, interests and qualifications of the researcher, as well as other parameters of the studied context. Thus, in both areas, we can find ways to study the structures and strategies of discourse, such as:

- pragmatic analysis of speech and communication acts;
- rhetorical analysis;
- stylistic analysis;
- analysis of the specifics of structures (news, debates, advertising texts, etc.);
- Conversational analysis of the conversation;

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<sup>1</sup> Van Dijk, T.A. Critical Discourse Analysis. In: A Handbook of Discourse Analysis / T.A.Van Dijk. – Oxford: Blackwell, – 2001. – 371 p.

– semiotic analysis of visual material and other multimodal parameters of discourse and interaction.

We used the methods of pragmatic analysis of speech and communicative acts, rhetorical analysis, as well as the method of contextual analysis, the method of critical analysis of texts, and also the perceptual method based on cognitive abilities and ideological thinking of a person.

### **The main provisions for defense:**

1. It is determined that ideology has a predominant influence on discourse, ideology is one of the main problems of discourse, and therefore, participants in the discourse should, first of all, think about what ideological burden a particular type of discourse carries. Ideology is not a science at all, but includes scientific views, assessment of trends, processes and various forces of socio-political life.

2. The study of this topic reveals the social nature of the development and functioning of the English language, which often becomes an instrument of universal ideological mood. Almost always in the history of the world, the dominance of language was based on ideological agreement. Also, the English language acquired its status and dominance without central planning.

3. It is determined that the main goal and objective of critical discursive analysis is to analyze and determine the general picture of the influence, power and dominance of discourse on the mind and thinking of society.

Critical discursive analysis perceives language as a social practice. Critical discursive analysis reproduces discourse – in written and colloquial form – as a form of social practice. Describing discourse as a social practice, he also describes the connection between a particular discursive event and situation, social structure, etc. Critical discursive analysis is one of the effective methodologies from the point of view of not only analytical and critical, but also educational and upbringing potential, where the main goal is to identify, analyze and control manipulative, ideological discourses.

4. Ideology is defined as an important form of belief shared by members of various groups, this also means that political discourse is

a platform where politicians convey their ideological personality. Ideology is determined by a group of people, not individuals. But of course, based on their personal experience and life situations, the membership of various groups, individuals can thus share their ideologies. The political and ideological analysis of discourse is usually based on individual discourse, so it is not at all strange to see the influence of various ideologies.

5. It is determined that media discourse is the most significant platform where the conceptualization of ideology takes place. One of the important questions is how positively or negatively the media influence the formation of the ideology of society. First of all, we should note the function of the media as a social force, which is determined by the dominant role of a group of people and institutions. Media freedom is also perceived as the power of the media.

6. Ideology denotes the imaginary ways in which people comprehend the world provided by literature. Literature allows us to “see” the nature of ideologies, and thus brings us closer to understanding of the ideology that scientific knowledge provides. To analyze ideology in American literary discourse, we chose Scott Fitzgerald's “The Great Gatsby”.

This work conveys a variety of social, political, ideological themes such as justice, strength, greed, betrayal, the American Dream, etc.

**Scientific novelty of the research work.** Scientific novelty consists in a comprehensive approach to the analysis of the ideological aspects of American political, artistic and media discourse. The manifestations of a targeted effect on mass or group consciousness, in relation to the cognitive structures of the expression of knowledge, are studied. In addition, this is one of the first attempts in our republic to consider such linguistic, psychological phenomena as political, media and artistic discourse, and therefore to make a certain contribution to the development of the study of American discourse.

**Theoretical and practical significance of the research.** The theoretical significance is the contribution of this study in theoretical

terms, i.e. how theoretically sound and reasoned it is. This kind of discursive research from a critical perspective can serve as further developments for modeling various types of verbal communication. The practical significance of the study lies in the fact that the materials of the dissertation can be used in the process of teaching courses in discursive analysis, cognitive linguistics, in the functional aspect of practical English, as well as in the course of “Sociolinguistics”.

**Approbation and application.** The approbation of the thesis was carried out in the process of discussing of the sections of the content at meetings of the English language department of the Azerbaijan University of Tourism and Management

The main provisions of the dissertation research were presented in 10 articles and reports at national and international journals and conferences. Scientific, theoretical and practical conclusions on mentioned problems of the work were presented in reports at international forums and conferences, where the content of the work was approved by scientific supervisor.

**Name of the organization where the dissertation is performed.** The work was performed at the Department of English Language of Azerbaijan University of Tourism and Management.

**The total volume of the dissertation with a sign including a separate volume of the structural units of the dissertation.** The dissertation work consists of an introduction, three chapters, a conclusion and a list of used literature. Introduction consists of 6 pages, 8720 signs, Chapter I consists of two sub-chapters and consists of 49 pages, 79132 signs, Chapter II consists of two sub-chapters and consists of 34 pages, 57364 signs, Chapter III consists of three sub-chapters and consists of 41 pages, 67206 signs, the conclusion consists of 3 pages with 3686 signs. The total volume of the thesis consists of is 216108 characters.

## BASIC CONTENTS OF THE RESEARCH WORK

The *Introduction* substantiates the choice and relevance of the research topic, defines its object and subject, goals and objectives, indicates the research material and methods, sets out the scientific novelty, highlights the theoretical and practical significance of the work, outlines the main provisions to be defended, provides information on approbation and structure dissertations.

The first chapter of the work is called “**The Concept “Ideology” as one of the foundations of the discourse**” and consists of two subheadings.

In the first subchapter of the first chapter entitled “**Discourse as a social phenomenon**”<sup>2</sup> we noted the approach to discourse of linguists such as T.Van Dijk, M.Foucault, etc. Although research in the field of discourse has been going on for more than half a century, interest in this study does not run out, since it is the text discourse that is the important medium, due to which the discourse acquires social and individual properties.

According to the approach of M.Foucault<sup>3</sup>, discourse is an active link in building a society and at the same time depends on society. Discourse is an expression of the power of communication and refers to everything you can think about, write or say about a particular topic or event.

Discourse is a language in social use. Discourse analysis differs from linguistic analysis in that it pays great attention to what forms “expressions, statements”, and how they are formed. Discourse is formed and determined by various social conditions.

M.Foucault suggests two definitions of discourse; 1. More broadly, discourse is the use of language in certain forms of social practice. 2. In a narrower meaning, discourse is the language used to convey social practice from a certain point of view. The discourse

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<sup>2</sup> Van Dijk, T.A. *Discourse and Context: A Sociological Approach* / T.A.Van Dijk. Cambridge: Cambridge University Press, – 2008. – 261 p.

<sup>3</sup> Foucault, M. *Archeology of Knowledge* / M.Foucault. – New York: Patheon book, – 2004. – 239 p.



creates, reproduces and conveys certain thoughts, social connections, as well as a system of knowledge of a native speaker<sup>4</sup>.

Knowledge and discourse are in contact in many areas, they complement each other, and without knowledge it would be impossible to create and understand the discourse.

Consider the following example, the newspaper “USA today”, November, 2013<sup>5</sup>.

*“November, 1963, at 12:29, it was a different America.”*

Reading this article title, a citizen or person well acquainted with the history, culture of America, subconsciously understands and can pre-guess the main idea of this article, which is undoubtedly connected with the former US president, John F. Kennedy.

Ideology is transmitted through discourse, helps to convey and explain ideology to new members of groups, as well as to protect the ideology of groups from outside interference.

Over the past decades, we can see a more systematic attention to the details of cognitive representation and the process, especially in the US, called “social thinking or perception.” “Social perception” is a social factor, given that people always or more often fall under the influence of others, and the theoretically cognitive orientation of many studies remains more individual, even in studies such as “attitude” and its effect on “behavior”.

Within the framework of the theory of the socio-cognitive model, we can confirm that the context is not part of the social situation, but only a subjective model of the situation. In such a context model that plays a central role in the mental process, it is also included in the formation and perception of discourse. This model explains why discourse in the same social situation not only shows similarities based on socio-cultural knowledge, but is also one of a kind. The main function of the context model is to create a discourse in such a way that it is optimally correct in a social situation. It also means that context theory provides the basis for discourse.

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<sup>4</sup> Foucault, M. Archeology of Knowledge / M.Foucault. – New York: Patheon book, – 2004. – 239 p.

<sup>5</sup> USA Today// – 2013, 20 November, Wednesday, USA

The next important and integral component of discourse research is society. This component, for obvious reasons, is in the center of attention in discourse studies than cognitive approaches. In turn, socio-cognitive theory explains how social structure can affect the structure of discourse through social perception. To determine the social role of discourse, it is also necessary to analyze the micro (i.e. local ) and macro (global) structures of society, that is, individuals, social actors and their interaction, on the one hand, and social groups, movements, organizations, as well as their attitude, like strength and dominance, on the other hand. Scientists are less interested in individual or personal discourse than the features of general discourse, since they believe that this type of discourse can make a big contribution to such important problems in society as social inequality, gender problems, ethnicity, etc.<sup>6</sup>

One of the linguists who paid great attention to the role and functioning of discourse in society was J.Fiske. According to G. Fiske, when analyzing discourse, linguists did not mark language as a system, but only analyzed it as a social act and paid great attention to the social function of language<sup>7</sup>.

Discourse is a continuous process of the formation of a word (meaning, meaning of a word) and the process of its circulation in society. Discourse can be seen or heard in texts, in conversation or in conversations. Discourse continues its work quietly in our thoughts, even if the discourse is used individually, it remains an integral part of the social life of society.

Discourse is a term that refers, in general, to both a theoretical representation and a specific concept within it.

Discourse is a language in social use. Discourse analysis differs from linguistic analysis in that it pays great attention to what constitutes "expressions, statements" than how they are formed. Discourse is shaped and defined by different social conditions.

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<sup>6</sup> Van Dijk, T.A. Society and Discourse. How Social contexts influence text and talk / T.A.Van Dijk. – Cambridge: Cambridge University Press, – 2010. – 287 p.

<sup>7</sup> Fiske, S.T. Social Cognition. / S.T.Fiske, S.E.Taylor. – New York: McGraw-Hill, – 1991. – 608 p.

The socio-cognitive approach to discourse is based not only on the social context, but also on the competence and background knowledge and the resulting cognitive abilities of the participants in the discourse. We regard discourse as a complex socio-cognitive phenomenon determined by social and communicative situations. Discourse creation is conditioned by its participants, whose cognitive abilities are classified as follows:

- the addressee of the text uses in the discourse certain linguistic and rhetorical means necessary for comprehension, inference and interpretation;
- the addressee of the text in the process of forming a discourse uses new knowledge.

From this point of view, the definition given to the discourse by R.Wodak is symptomatic. So, he, similarly to how N.Enkvist and W.Teubert, draws a distinction between discourse and text, but he considers this very complex phenomenon mainly through a cognitive prism<sup>8</sup>. The text is a specific and unique realization of discourse, while discourse is schemas and generalizations of knowledge and structures.

Discourse participants add new knowledge to their background knowledge. Thus, knowledge in discourse is not an abstract cognitive phenomenon, but specific human knowledge, and this knowledge is associated with the internal context of the participants, which determine the subjectivity of the discourse. T.Van Dijk in his work "Discourse and Knowledge. Socio-cognitive approach "notes that most of human knowledge is assimilated and formed through discourse<sup>9</sup>.

Knowledge is a subjective reflection of the objective world, that is, a person learns the world through knowledge. To achieve knowledge, you need to think about the structure of knowledge. The structure of knowledge reflects the structure of the subject, phenomenon and object to which it belongs, and if we want to reach

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<sup>8</sup> Eco, U. The role of the reader. Explorations in the semiotics of text / U.Eco, I.Enkvist. USA: Indiana University Press, – 1979. – 288 p.

<sup>9</sup> Van Dijk, T.A. Discourse and Context: A Sociological Approach / T.A.Van Dijk. Cambridge: Cambridge University Press, – 2008. – 261 p.

the essence of the subject through mastering, then we must master the schemes of knowledge and a structured subject.

Knowledge is the first among the levels of comprehension. Knowledge, recognition, identification, empathy, interaction and comprehension. Therefore, it is believed that knowing this does not mean realizing it. Knowledge is part of comprehension, comprehension is complete knowledge<sup>10</sup>.

It should be emphasized once again that the relationship between knowledge and ideology is a vast and complex problem, involving many theories and disciplines, and that one work can only touch on some very specific issues of this relationship, such as the cognitive nature of the interaction between different types of knowledge and ideology and their relationship with discourse.

Much of our knowledge is usually interpreted and reproduced in discourse, and that in order to be able to produce and understand discourse, people need a huge amount of different types of knowledge. In other words, the theory of discourse is fundamentally incomplete without a detailed theory of its relationship with knowledge.

It should be noted that the difference in approaches to discourse and its study in the last decade has shifted to a completely different plane, and today it has entered a stage called the discursive-cognitive paradigm. So, in creating a discourse, attention is already directed not only to the exclusively social situation, but also to the decisive role of the communicative situation. It is also a dilemma arising from two different approaches to discourse in the framework of critical studies of discourse - the social and socio-cognitive approach.

The second sub-chapter of the first chapter is called “*Ideology in Critical Discourse Analysis*”. In this chapter, we examined ideology and discourse as part of a critical discursive analysis. A critical discursive analysis was based on the Frankfurt School before World War II. At present, attention in critical discursive analysis is focused on the language and discourse that is initiated by Critical

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<sup>10</sup> Eco, U. Kant and The Platypus; Essays on language and Cognition / U.Eco. – USA, Florida: First Harvest, – 2000. – 453 p.

Linguistics<sup>11</sup>. Critical discursive analysis is not just a direction, a school, a specialized field of research, but one of many other “approaches” in discursive research.

Ideology is often evaluative in nature. Ideology is built on the basis of shared, social beliefs, and not on personal opinion. Socially shared knowledge is a form of social representation, and this shows that if ideology is the basis of representation, then knowledge is ideologically based. Since the concept of ideology is the key to our thinking about the role of discourse in the realization or legitimization of power, it requires some explanation, although it is not even possible to simply generalize classical views and modern discussions about this subject of research<sup>12</sup>.

Despite various approaches to the concept of ideology, this term refers to group or class “consciousness”. Ideology and ideological practices are realized and organized through various institutions, such as, state, media, education, religious centers.

Critical discourse analysis is not primarily interested in the subjective meaning or opinion of a native speaker. Power, abuse of power, domination and their reproduction includes collectivity, such as groups, social movement, organizations, etc.<sup>13</sup>

Studying the critical discourse of analysis also requires ideological analysis, especially because ideology is transmitted, reproduced, and perceived by discourse.

Today, critical discourse analysis is an established scientific course that has all the factors of academic discipline. At the center of a critical discursive analysis are such important social problems as racism, ethnic and social inequalities, suppression, hegemony, etc., which require a comprehensive scientific analysis. Critical discourse analysis is one of the effective methodologies from the point of view

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<sup>11</sup> Van Dijk, T.A. *Society in Discourse: How Context Controls Text and Talk*/ T.A.Van Dijk. – Cambridge: Cambridge University Press, – 2008. – 260 p.

<sup>12</sup> Van Dijk, T.A. ‘Text and context of parliamentary debates.’ *Cross-cultural perspectives on parliamentary discourse* / T.A.Van Dijk. – Amsterdam: Benjamins Publishing, – 2003. – 372 p.

<sup>13</sup> Van Dijk, T.A. *Society in Discourse: How Context Controls Text and Talk*/ T.A.Van Dijk. – Cambridge: Cambridge University Press, – 2008. – 260 p.

of not only analytical and critical, but also educational and upbringing potential, where the main goal is to identify, analyze and control manipulative, ideological discourses<sup>14</sup>.

The second chapter is called “**American Discourse and Its Specific Features**” and consists of two sub-chapters.

The first sub-chapter of the second chapter is “*The Concept “Ideology and Power” in the system of American values*”.

Ideologies are structured by a social scheme consisting of several categories that represent the basic social dimensions, such as norms, values, interests, beliefs, etc. Members of the society can be a member of several groups, and participate in various ideologies.

For example, individuals can simultaneously be a nationalist, a feminist, etc., and share a mental model of thinking, the ideology of various groups. Social practice, and therefore discourse, can control and manage the ideology of groups. Not always, but sometimes ideologies are a process of rivalry, conflict, domination and resistance between groups, as part of the social struggle. These ideologies, being the basis of the social representation of groups, control individual discourse and other social practices. In this case, it is also an important means for intra-group understanding, management and connectedness, as well as for managing intra-group relations, rivalries, conflicts, etc. Ideological social practice is based on ideology, which is defined as a shared mental representation that can be compared with the use of a language based on grammatical, discursive rules. Ideologies are the basis for social practices, interactions, and group relationships.

Speaking about the concept of “power”, T.A.Van Dijk preferred to use the word “control” in his works. He noted several forms of “control”. According to him, control is carried out not only in relation to discourse as a social practice, but also in relation to the consciousness of the governed, i.e. regarding their knowledge, opinions, relationships and ideology. According to this, it can be noted that by controlling the discourse, it is possible to control the

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<sup>14</sup> Wodak, R. Methods of critical discourse analysis / R.Wodak, M.Meyer. 2<sup>nd</sup> edition. – London: Sage Publications, – 2009. – 201 p.

consciousness of people, that is, knowledge, ideology, norms and values<sup>15</sup>.

Ideology and ideological practices are realized, organized through various institutions, such as organizations, the state, education, media, family, etc. Since the dominant groups are trying to attract, convey, convince and thereby achieve that their value system is perceived as the norm. In this case, “ideological reproduction” has an important organizational role, while “power” takes on forms of hegemony.

Ideology in most cases is associated with social groups, classes, societies that represent their interests. Control over discourse and ideology is control over the thinking, consciousness and perception of readers or viewers, i.e. to manipulate society<sup>16</sup>.

To analyze the relationship between discourse and power, firstly, we must find access to certain forms of discourse, such as politics, media, science. Second, as noted above, actions are controlled by consciousness. Therefore, we can influence the mind, thinking of people, control their actions, and this process is called manipulation.

Power is not only exercised "in" or "through" discourse, but also exists as a force "outside" discourse. In this sense, the connection between discourse and power manifests itself in the form of a direct manifestation of the power of a class, group or institution, and also depends on the position or status of their participants. Let us analyze the ways of realizing power in discourse;

1. Direct control of action is achieved by the influence of discourse, for example, with the help of threats, laws, orders, regulations, instructions, and with the help of less direct forms, such as advice, recommendation.

2. Persuasive discursive forms such as advertising and propaganda are also aimed at directly influencing the actions of the addressee. Their power is based on economic and financial resources

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<sup>15</sup> Dijk, T.A. Ideology. An Interdisciplinary approach / T.A.Dijk. – London: Sage Publications, – 2000. – 366 p.

<sup>16</sup> Eagleton, T. Ideology, Introduction to Ideology / T.Eagleton. – London: Verso, – 2007. – 268 p.

and is realized through access to the media and the attention of the audience. Consent in this case is developed using rhetorical means, for example, repetitions and metaphors, metonymy.

3. In addition to coercive forms of discourse, influence on proposed actions can be achieved through the description of possible events, situations and actions, for example, in the form of forecasts, plans, scenarios, programs and warnings, which are often combined with various types of advice. In this case, the power groups are professionals ("experts"), and power is expressed in the management of knowledge and technology.

4. Various types of common and influential texts or works, such as novels or movies, may describe the desirable or undesirable nature of future actions and may resort to dramatic or emotional description rhetoric. Power groups are what we call "symbolic elites." A distinctive feature of this class of discourse is news reports in the media, which not only describe current events and their possible consequences, but also significantly assess actions and express the views of political, economic, military and social power groups. The power base is developed primarily in this way, whereby a wider audience learns who is in power and what they want.

This is the key condition for the existence of both the ideological basis of power and various forms of resistance. From this typology it follows that the discursive realization of power is primarily persuasive.

Power groups and institutions are rarely forced to dictate what less powerful groups should do, although in the end such directives can be decisive in the management of others, as in the case of public administration. They convince using economic, political, social and moral reasoning and controlling the relevant information. In this respect, information can become subjective by providing it in the interests of the ruling elites or by restricting it if it conflicts with their interests. These goals can be achieved through rhetorical or artistic means of expression<sup>17</sup>.

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<sup>17</sup> Talbot, M. Media discourse: Representation and Interaction / M.Talbot. – Edinburgh: Edinburgh University Press, – 2007. –208 p.



The second sub-chapter is called “***Conceptualization of Ideology in American Discourse***”.

Ideology has a predominant influence on discourse and globalization and the global English language, and therefore, participants in these discourses should, first of all, think about the ideological burden of this type of discourse. Ideology is one of the main problems of discourse<sup>18</sup>.

Global English is a means of international communication. International English is surprising in its versatility and is otherwise called lingua franca.

The global status of the English language and its status reflects the ideological features of those countries and cultures that use this language. We tried to show that the ideology of the English language is being introduced in society, actively supported by the media and in other areas of life. This ideology is provided in various veiled and explicit ways by the political, military, economic and cultural power of the state, that is, the United States.

So, ideology is not “for” or “between” people, groups or classes of society, but part of their mind. Like language, ideology is both a social and mental object. Mental and spiritual attitude of an individual person and society are related to culture as part of the whole, and includes both ideology and mentality. Language and ideology interact with each other, ideology has a great influence on language, but language, in turn, influences ideology through its role in conceptualization<sup>19</sup>.

Ideology is social, political and refers to special groups and social structures, it also has cognitive characteristics. It includes such mental indicators as ideas, thoughts, opinions, faith, judgments and values.

The third chapter is entitled “**Linguistic Verbalization of Ideology in various types and genres of American discourse**” and consists of three subheadings.

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<sup>18</sup> Francis, B. Theory of ideology and Culture, Knowledge is Power / B.Francis. – USA, – 2014. – 42 p.

<sup>19</sup> Van Dijk, T.A. Discourse and knowledge. A Socio – Cognitive Approach / Van Dijk, T.A.– Cambridge University Press, – 2014. – 407 p.

In the first subchapter of the third chapter, we analyzed "*Ways of Verbalization of Ideology in American Media Discourse.*" The main purpose of this sub-chapter is to analyze the linguistic means of conceptualizing "ideology" in the American media discourse.

As we know, media discourse is the most significant platform where the conceptualization of ideology takes place. One of the important questions is how positively or negatively the media influence the formation of the ideology of society. First of all, we should note the function of the media as a social force, which is determined by the dominant role of a group of people and institutions. Media freedom is also perceived as the power of the media.

Ideology is the self-evident foundation of social perception. It represents the various interests of social groups, such as, for example, personality, purpose, values, social views, etc. According to this approach, ideology can be represented as a "scheme" according to which groups have their own specific position in the social sphere.

The power of media discourse is determined not only by the ability to control the intellectual model and the social picture that is its consequence, but also to form the conditions of control. The ideological tonality of media texts is manifested through the use of techniques to influence the reader's subconscious – language games, implicit methods of transmitting information.

Consider the following text excerpt from an article by Rick Hampson from USA Today;

*Almost all Americans over 55 remember when they learned John F. Kennedy had been shot. And almost all Americans, regardless of age, know something about that 50 years ago, when everything seemed to change. (USA Today| November, 2013;1A)*

The sender of this text, the journalist of the newspaper USA Today, assumes that his audience or the newspaper is aware of the events that occurred in the early 60s of the last century. The historical and political context of that time dictated some changes in the country's policy depending on the ideological background, which is reflected at the end of the text.

In texts of media discourse with ideological tonality, implicitness is also widely represented. Implicitly is implied, secretive is understood as a semantic-pragmatic category, the purpose of which is in terms of content and in terms of expression, when thoughts turn out to be the broadest of their expression in linguistic units. Methods of expressing implicit meaning are such techniques as, for example; metaphor, litotes, hyperbola and others. The metaphor is one of the strongest and most important among stylistic units, which helps listeners to understand and realize noticeable values and preferences, and thereby build their ideology<sup>20</sup>. Consider the following heading for an article by DeWayne Wickham, USA Today;

*GOP Tea party wing launches second civil war (USA Today) November, 2013;9A)*

"GOP" from the Good Old Party – "good old party", is an acronym for the Republican Party of the United States. The Republican Party wing, which advocates ultra-conservative views, is called a metaphorical expression that conceptualizes the ideological division not only between conservatives and liberals, but also between moderate and radical forces within the Republican party.

According to the American sociologist, D.Hunter, the media is a "war of cultures" in modern American society, where the problem of morality, ethics and moral behavior is at war. D. Hunter also emphasized the means where media texts – advertising, news, newspaper articles – are the main form of public discourse, and which contribute to the clash and war of cultures.

The media is not only a channel for transmitting messages, but a field, an arena where a war of ideologies and cultures is waged<sup>21</sup>.

The second sub-chapter of the third chapter is devoted to the analysis of ***"Ways of Verbalization of Ideology in American Political Discourse"***.

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<sup>20</sup> Mammadov, A.Y. Metaphors in the American and Russian political discourse / A.Y.Mammadov – Baku: Cashioglu, 2010. – p. 69-75

<sup>21</sup> Hunter, J.D. Culture Wars. The struggle to define America / J.D.Hunter. – USA: Basic Books NY, – 2001. – 432 p.

Politics is an integral part of the social life of society. We also consider metaphorical words and expressions as one of the important rhetorical devices of political discourse<sup>22</sup>.

Each politician, creating his own text, first of all thinks about his audience, and especially about their ideological and cultural views of his recipients. The main goal of political discourse is to create consensus among citizens<sup>23</sup>. Usually, it is believed that politicians know their potential audience and, accordingly, create their own speech and use certain rhetorical techniques to attract the attention of listeners<sup>24</sup>.

Metaphors are becoming a symbol of wider problems. For example, Franklin Roosevelt, in one of the most difficult periods in US history, the Great Depression, in his speech called on people to participate in the new New Deal political strategy he developed;

*“I pledge you, I pledge myself, to a “New Deal” for the American people” (Franklin Roosevelt, July 2, 1932, Capitol Plaza, Presidential Elections)*

During this period, when all hopes were exhausted, a specially developed program, called the metaphorical expression “New Deal”, showed its strength in all areas of the country. In a short period, confidence in the country has grown, and the United States has successfully endured these difficult years of the Great Depression. The policy of the New Deal has become a saving and new strategy, which gave impetus to the development of the economy, and many other areas of the United States. This metaphorical expression, from the local has become global, in different periods many countries also experienced their own “New Deal”.

The connection between ideology and discourse can be quite indirect. A specific, particular attitude, thinking, or personal model may be the type of representation that interacts between ideology and

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<sup>22</sup> Ricento, T. An introduction to language policy, Theory and method / T.Ricento. – UK: Blackwell Publishing, – 2006. – 362 p.

<sup>23</sup> Ricento, T. Ideology, politics and language policies; Focus on English/ T.Ricento. – Amsterdam :John Benjamin’s, – 2000. – 193 p.

<sup>24</sup> Musolff, A. Metaphor and political discourse: Analogical Reasoning in Debates / A.Musolff. – London: Palgrave MacMillan, – 2004. – 211 p.

the structure of discourse. This shows that ideologies are not always explainable. They can be secretive, implicit. They can be transmitted in the form of an opinion on certain events, or in the form of a description of the event<sup>25</sup>.

Let us analyze the ideological features of the following words of D.Trump;

(The New York Times, September 5, 2016) Mr.Spencer wrote:

*Immigration is a kind a proxy war- and may be a last stand-for White Americans, who are undergoing a painful recognition that, unless dramatic action is taken, their grandchildren will live in a country that is alien and hostile”.*

Donald Trump is a representative of the Republican Party, and he addresses immigrants in his speech, emphasizing the importance of this problem for US society. By this, he shows a socially shared attitude towards foreigners, which is based on the ideology of racism. In terms of cognitive representation, it conveys “Americans” as a positive term, and “Immigrants” as negative, thereby indicating the danger and threat they pose to US society. On the whole, this example showed us the ideology underlying the negatively transmitted expression “Immigrants” (immigrants), thereby emphasizing the threat not only to US society, but to all of Europe.

The third sub-chapter of the third chapter is called ***“Ways of Verbalization of Ideology in American Literary Discourse.”*** In literature, as in politics or theology, ideology occupies an important place, and it is impossible to overlook or ignore it. In many literary theories or critics, the generally accepted definition of "ideology" is indicated as “ideology is a combination of beliefs and ideas”.

The value of literature lies in the fact that it embodies the energy of society, the writer does not accept the world on faith, but re-creates it. Literature, in turn, is a product of social consciousness, a vision of the world.<sup>26</sup>

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<sup>25</sup> Mammadov, A.Y. The role of figurative language in political discourse. Studies in Language, Culture and Society / A.Y.Mammadov, M.Y.Mammadov.– Frankfurt: Peterlang Edition, – 2014. – 127 p.

<sup>26</sup> Рахимова, М.В. Американская модель популярной культуры / М.В.Рахимова. – Москва: Знание, – 2007. – с.216-220

In this chapter, we tried to analyze the relationship of ideology with fiction. In this regard, we will consider the novel of the 20th century American writer Scott Fitzgerald, *The Great Gatsby*. The reason for our choice is that Scott Fitzgerald is one of the most prominent representatives of American literature, a work that incorporates the full flavor of the 20th century American lifestyle. As for the novel *The Great Gatsby*, it is an exemplary work from this point of view.

This work conveys a variety of social, political, ideological themes such as justice, strength, greed, betrayal, the American Dream, etc. It should be noted the obvious connection between the *Gatsby* dream and the dream of American society. S. Fitzgerald, through *Gatsby*, severely criticized the dream and zeal of society in search of a luxurious life.

With this work he seemed to be trying to change or correct the misconception of members of American society about the American dream. As critics said the main task of Sc. Fitzgerald was to show the idealist by nature, and the higher he rises to the upper levels of the social hierarchy, the more idealism loses in the eyes of the reader.

Through language, the works of Sc. Fitzgerald indicated how much the ideology of society in the 1920s was distorted, damaged by “suppression,” since even if a society is whole, united, its members are socially and emotionally isolated from each other.

An example of this is Nick's description of the friendship of Tom and Daisy, where he speaks;

*«Two old friends whom (he) scarcely knew at all».*

According to this example, the author tried to convey his observations and conclusions of a society where everyone is divided and torn from each other by their ambitions and try to oppress, suppress others to achieve their individual goals.

The 1920s, the United States was in its heyday, a period when oil became the main resource of economic profit. For Fitzgerald, the American dream is an absurdity and a distortion of the desires of members of society. This beautiful, elegant, but at the same time flawed aspect of ideology and thinking, the author transmitted

through Gatsby, who became for many readers the emblem of the American Dream.

Gatsby's ideology of life conveys the deep inner dichotomy of the "American dream." The roots of this duality are connected with the history of America, which incorporated the ideology of freedom, independence, as well as the idea of material well-being and power.

The idea that the American dream is the future and the pursuit of wealth is rejected at the end of the novel by Gatsby himself.

*"The future is not some American dream, but a rekindling of the past".*

This proposal once again shows that the novel was created to criticize and express dissatisfaction with the dominant ideology of the 20s in American society. Where are members of society, in the image of Gatsby, in the pursuit of wealth, they forgot moral values, thereby creating the absurd ideology that has haunted American society for a short time.

It should be noted that the American writer Francis Scott Key Fitzgerald entered the history of not only American but also world literature, and his novel *The Great Gatsby* is considered one of the brilliant books of the twentieth century. In the Oxford list of "One Hundred Major Books of the Century," this novel took second place.

In conclusion, the main conclusions and generalizations arising from the content of the dissertation are presented. Thus, this dissertation is devoted to a comprehensive analysis of the concept of "ideology" in American discourse, as well as to an analysis of the ways of verbalizing ideology in political, artistic and media discourses.

After analyzing the American discourse, giving a description of its most important properties and features, pointing out the importance of the study of this concept for modern linguistics, as well as a review of the scientific literature and analysis of various political, artistic and media materials, the following conclusions were drawn:

1. Critical discourse analysis is a type of analytical study of discourse that first of all explores the ways of social abuse of power, dominance, social inequality, discrimination, which are transmitted

through social and political contexts. In a critical discursive analysis, an aspect that must not be forgotten, and which is an important link in this society.

2. In the study of discourse, first of all, you need to explore the mental model, process, as well as determine the rules and conventions of social knowledge of society. Discourse is a system of knowledge that informs the social strata, and as a result forms the power of society. Discourse is an active link in building a society, and at the same time depends on society.

3. Ideology is the main aspect of the organization of social perception between members of social groups, organizations, etc. Ideology is both a cognitive and a social category. Cognitive representation is conveyed through discourse and action, social indicates social status, as well as the interests of various social groups.

4. In our work, we analyzed the ways of verbalizing ideology in American political discourse. According to the analysis, American political discourse is; 1) A complex communicative phenomenon, 2) reflecting and manipulating the environment of ideologies, the consciousness of society, 3) a cognitive process, as it is associated with the transformation of knowledge and the formation of new knowledge. As an institutional type of discourse, political discourse provides an excellent and broad platform for explaining the general aspects of the human cognitive mechanism.

5. The next type of analysis of American discourse is media discourse, which is a significant platform for verbalizing this concept, since ideology is a self-evident basis of social perception. In this regard, we believe that this type of discourse is of particular interest, as it is culturally and ideologically motivated. According to this approach, ideology can be represented as a “scheme”, according to which the dominant groups have a certain position in the social sphere.

6. In our work, to analyze the ways of verbalizing the concept of “ideology” in American art discourse, we chose the work of the American writer of the 20th century Scott Fitzgerald “The Great Gatsby”, since this work incorporated the whole flavor of the



American way of life of the 20<sup>th</sup> century. Analyzing this work and its heroes, we emphasized the fact that ideology is spread and inculcated by the controlling and dominant classes, and so it becomes part of the way of life, the thinking of society. All beliefs, faith, and thoughts are overwhelmed by ideology and become natural over time.

The main provisions of the dissertation are reflected in the following publications:

1. Идеология посредством глобального английского языка // – Баку, Азербайджанский Университет Языков, журнал «Dil və Ədəbiyyat», – 2015. № 6, – с. 87-91
2. О когнитивной теории дискурса // – Баку, Бакинский Славянский Университет, журнал «Tağıyev Oxuları», – 2016. № 1, с. 3-6
3. Концептуализация идеологии в американском медиа дискурсе // Баку, Бакинский Государственный Университет, Международный научно-теоретический журнал «Dil və Ədəbiyyat», – 2016. № 1 (97), – с. 47-49
4. Социо-когнитивный подход к дискурсу // – Баку, Азербайджанский Университет Языков, Международная научная конференция об актуальных проблемах когнитивной и прикладной лингвистики, – 20-21 октября, – 2016, – с.192-194
5. Метафорическая репрезентация идеологии в американском политическом дискурсе // – Австрия-Вена, European Journal of Literature and Linguistics, – 2017. с.7-10
6. Репрезентация идеологии в американском художественном дискурсе // – Баку, Азербайджанский Университет Языков, журнал «Dil və Ədəbiyyat» – 2017. № 1, – с. 496-502
7. Дискурс как социальное явление // – Баку, Азербайджанский Университет Языков, журнал «Elmi Xəbərlər», – 2017. №3, – с.110-114
8. Концепты «идеология и власть» в системе Американских ценностей // – Баку, Институт Образования Азербайджанской Республики, журнал «Elmi Əsərlər», – 2018. № 8, – с.327-331

9. Концепт «идеология» и дискурс в рамках критического дискурсивного анализа // Российская Федерация, Тальян, Балтийский Гуманитарный Журнал, – 2020. том 9, №3(32), – с. 237-239
10. Лингвистическая вербализация идеологии в американском медиа и политическом дискурсах // Российская Федерация, Екатеринбург, Актуальные вопросы Филологической Науки XXI века, IX Международная научная конференция молодых ученых, – 7 февраля, – 2020, – с. 34-40.

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